

BEHAVIOR PROFILE: SAFE DRINKING WATER

HEALTH GOAL

Improve maternal and child survival

BEHAVIOR



Family members drink safe water

71 Percentage of households whose main source of drinking water is an improved source

BEHAVIOR ANALYSIS

STRATEGY

BEHAVIOR AND STEPS

FACTORS

SUPPORTING ACTORS AND ACTIONS

POSSIBLE PROGRAM STRATEGIES

What steps are needed to practice this behavior?

What factors may prevent or support practice of this behavior?

Who must support the practice of this behavior, and what actions must they take?

What strategies will best focus our efforts based on this analysis?

Behavior

Family members drink safe water

Steps

1. Collect water from an improved source in a clean container
2. Transport water in a clean, covered container
3. When necessary, treat water by boiling, solar water disinfection (SODIS), chlorination or filtration
4. Store water in a clean, covered container out of reach of children
5. Retrieve water using a clean long-handled implement
6. Provide water to children with clean cup

STRUCTURAL

Accessibility: Family members do not treat drinking water because it is often difficult to find water treatment products in local markets or health centers.

Accessibility: Family members do not use safe drinking water because it is usually expensive or time consuming to collect water from improved sources or to treat water.

SOCIAL

Norms: Family members seek safe drinking water because they believe others in the community have adopted safe water behaviors.

INTERNAL

Attitudes and Beliefs: Family members do not drink safe water because they do not like the taste of chemically-treated water.

Attitudes and Beliefs: Family members do not drink safe water because they believe that drinking treated water is only required during illness.

Attitudes and Beliefs: Family members collect, treat, and safely store safe drinking water because they are willing to change behaviors to improve their health.

Knowledge: Family members do not drink safe water because they are unaware of the link between unsafe water and diarrheal episodes.

Skills: Family members do not treat drinking water because they are unable to correctly use treatment options or equipment.

INSTITUTIONAL

Policymakers: Prioritize water and sanitation development projects for rural communities.

COMMUNITY

Community Leaders: Model healthy behaviors by adhering to safe water handling and treatment behaviors.

Strategy requires Communication Support

ENABLING ENVIRONMENT

Financing: Support market-based approaches including micro-credit and loans.

Policies and Governance: Support regulatory reforms that increase and improve the quality of water treatment and storage options available in the market.

SYSTEMS, PRODUCTS AND SERVICES

Infrastructure: Support national planning to improve water systems development.

Quality Improvement: Train and equip health care personnel to conduct interpersonal communication with clients on the importance of correct water handling and treatment at all times to prevent disease.

DEMAND AND USE

Collective Engagement: Train and equip community leaders to promote the benefits of correct water handling and treatment within households.

Skills Building: Develop point-of-use and education interventions at the household-level to train families on correct water handling, treatment options and equipment.